

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 408681

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Joseph Perry
Name

2910 Kerry Forest Parkway, D4-315 Tallahassee, FL 32309
Address

850-681-8530
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Joseph Perry - Chairman

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is _____.
- b. The candidate seeks election to the office of _____ in
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is Citizens for Effective Law Enforcement
- b. The Purchaser is Strategic Media Placement

NOTE: If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.

ORDER



WPLG, INC.

Orders
Order / Rev: 408681
Alt Order #: 08413222
Product Desc: CELE
Estimate:
Flight Dates: 10/11/16 - 11/04/16
Original Date / Rev: 10/10/16 / 10/11/16
Order Type: GENERAL

Primary AE: Justin Votta
Sales Office: PHI
Sales Region: NAT

Agency Name: VancoreJones Communications, Inc.
Buying Contact:
Billing Contact:
 122 S. Calhoun Street
 Tallahassee, FL 32301

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: ISS/CITS EFF LAW ENFRMNT
Demographic: A35+
Product Codes: PL-Issue
Priority: P-2
Revenue Codes: AGY, POL, ISSUE

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	10	\$35,000.00	\$29,750.00
10/31/16	11/04/16	5	\$17,500.00	\$14,875.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	10	\$35,000.00	\$29,750.00	0.00
November 2016	5	\$17,500.00	\$14,875.00	0.00
Totals	15	\$52,500.00	\$44,625.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Justin Votta			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WPLG	10/11/16	10/12/16	M-F 6p LCL News M-F Local News	CM	6-630pm	-TW----	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/10/16	10/16/16	-TW----		2			\$3,500.00		0.00				
E 2	WPLG	10/19/16	10/21/16	M-F 6p LCL News M-F Local News	CM	6-630pm (6:00 PM-6:30 PM)	--WTF--	:30	3	\$3,500.00	P-2	0.00	NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	--WTF--		3			\$3,500.00		0.00				
E 3	WPLG	10/24/16	10/27/16	M-F 6p LCL News M-F Local News	CM	6-630pm (6:00 PM-6:30 PM)	MTWT---	:30	5	\$3,500.00	P-2	0.00	NM	5	\$17,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	MTWT---		5			\$3,500.00		0.00				
E 4	WPLG	10/31/16	11/04/16	M-F 6p LCL News M-F Local News	CM	6-630pm (6:00 PM-6:30 PM)	MTWTF--	:30	5	\$3,500.00	P-2	0.00	NM	5	\$17,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	MTWTF--		5			\$3,500.00		0.00				
													Totals	15	\$52,500.00